

https://www.crn.in/features/dell-emc-set-to-significantly-scale-its-channel-partner-ecosystem/

The screenshot displays a web browser window with the following elements:

- Browser Tabs:** DVCOMM.IN eShoppers to get, Convergence India - Media Cov, crn magazine - Google Search, Dell EMC set to significantly sca, and Indraneel Bose.
- Address Bar:** Shows the Google logo and a search bar.
- Website Header:** Includes navigation links (Sign in / Join, Advertise with Us, Privacy Policy, Contact Us, Submit Press Release) and industry categories (Pharma, Healthcare, Computer, Travel, Food & Hospitality). Social media icons for Facebook, Google+, Instagram, LinkedIn, and Twitter are also present.
- Top Banner:** Features the CRN India logo, a central graphic for '100+ IT LEADERS NETWORKING OPPORTUNITIES', and an advertisement for 'EXPRESS COMPUTER' and 'Bfsi TECHNOLOGY CONCLAVE' on '18 19 JANUARY 2019 PUNE'.
- Navigation Menu:** A dark bar with links for Home, Features, Interviews, News, Events, Partner Corner, Association, Thought Leader, Videos, and More.
- Breadcrumbs:** Home > Features > Dell EMC set to significantly scale its channel partner ecosystem.
- Article Content:**
 - Section:** Features
 - Title:** Dell EMC set to significantly scale its channel partner ecosystem
 - Author:** By Sandhya Michu - April 16, 2018
 - Engagement:** Like 2
 - Share Buttons:** Facebook, Twitter, Google+, Pinterest, LinkedIn, YouTube, Print, and Email.
 - Image:** A blurred image of a person in front of a Dell logo.
- Right Sidebar:**
 - Advertisement:** '100+ IT LEADERS NETWORKING OPPORTUNITIES' banner.
 - Newsletter Sign-up:** 'SIGNUP FREE NEWSLETTER' with a form field for 'Your Name' and a 'Privacy Terms' link.
- Taskbar:** Windows taskbar with icons for Internet Explorer, File Explorer, Google Chrome, and Microsoft Word. The system tray shows the time as 3:10 AM on 1/11/2019.

Like 2



Anil Sethi, Vice President, Channels, Dell EMC India

The firm has rolled out a new channel strategy which would be common for all parts of the



SIGNUP FREE NEWSLETTER

Subscribe

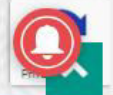
STAY CONNECTED

f 6,004 Fans LIKE

G+ 11 Followers FOLLOW

105 Followers FOLLOW

CRN TWEET BOX



infrastructure market and especially Dell EMC's position within it.

Dell EMC channel program turns one

Dell EMC has completed the first anniversary of the IT industry's largest corporate acquisition. Dell EMC is also profiting from its strategically aligned businesses, VMware, Pivotal and SecureWorks. The company appears well-positioned to compete in numerous new market opportunities and creating partner ecosystems to drive the large mega infrastructure projects including multi-cloud environments and IoT.

Currently, close to 65 per cent of the business comes from channel and rest is direct. Dell EMC has over 4,000 registered partners in India and over 40 strategic partners. Channel partners are an important part of the Dell EMC strategy, currently responsible for about 45 per cent of the company's revenues in India.

The company has helped partners drive profitable growth through new lines of business, acquisition of new customers, and larger and more profitable solutions. "Globally, we have announced an investment of \$150 million for building our channel programmes. India is one of the most important geographies for us and we will be investing in developing our partners here and help them increase their profitability," says Anil Sethi, Vice President, Channels, Dell EMC India.

The company has identified key industrial verticals that offer the largest opportunity for partner growth such as healthcare and life sciences, energy (oil & gas, utilities), video surveillance, and SLED (State and Local Government, Education). Additionally, it is looking for significant opportunities in helping partners build solutions in some trending areas including IoT, AR/VR and machine learning.



[Embed](#) [View on Twitter](#)

LATEST ARTICLE



Kodak Alaris wins BLI Winter Pick award
News January 10, 2019



GCR launches new brand identity, declares India as home market
IoT January 10, 2019



Exotel appointed Anil Kumar as Senior Vice President – Engineering
News January 10, 2019

RECENT COMMENTS



"Partners can now earn 1.5-8 times more than they did in the old programme. Our unique proposition to partners is that we bill directly to the 600 metal partners and give them direct credit lines, depending on their financial strength. Partner profits increase as they would have had to pay something to buy it from the distributor, who buys from us," says Sethi.

The biggest trend that Dell EMC sees is the cloud getting mature as a technology and becoming a stable revenue stream for customers. "The message to partners is how they can add great value at the customer end as new models and changed buying methods evolve faster. We believe around 50 per cent of the traditional way of buying IT infra will change and channels need to shift gears," says Sethi.

[Sanjiv Krishen, CEO, Iris Computer](#), believes that the combined entity will open up new avenues for partners and distributors. "For Iris, Dell is one of the largest vendors. We distribute notebook, servers and storage products. Having said, we have yet to move to selling EMC solutions."



Rockwell Automation
on the move

SAVE THE DATE | **JAN 22, 2019**
BENGALURU, INDIA

MAR 05, BANGKOK | APR 30, JAKARTA

TAGS Anil Sethi Channel Partners Dell EMC

